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Slice is *the* hot spot this Fall!
The hottest accessory for your female buy.



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Slice is addictive, entertaining and unapologetic, with some of the most talked about guilty-pleasure programming.

In over 7.3 million homes across Canada.
Source: Mediastats subscriber data as at Mar. 2010

Breaking network AMA records. Reached daily high of 51.8 on March 20.
Source: March 20 2010 BBM PPM Data

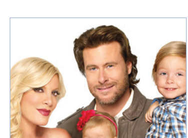
Performing better than ever. The Real Housewives of Orange County tripled its AMA this year!
Source: A25-54 BBM PPM Data Jan. 4-Apr. 25, 2010; BBM Data Dec. 8, 2008-Mar. 8, 2009

Climbing the specialty network rankings.
Source: A25-54 BBM PPM Data May 2010

Photos

2 of 20,540 See All

Re-Vamped



Tori & Dean





The Real Housewives



Princess



Our audience is:

Women-on-the-go who are fashion-forward, family-oriented and health conscious. Source: FL09 BBM Extended Diary data/English Canada/m-SU 6a-2a/W18-54

The youngest analog Lifestyle TV audience with an average age of 37.
Source: BBM PPM Data/Spring 2010 Ex-Olympics F18-54

More likely to reside in higher income households.
Source: BBM PPM Data/Spring 2010 Ex-Olympics

More likely to consider this channel one of their favourites.
Source: Specialty Engagement Study, SRG/Canwest, Nov. 2009 W25-54

More likely to purchase advertised products.
Source: Specialty Engagement Study, SRG/Canwest, Nov. 2009 W25-54





New and exclusive to Slice this Fall:

The Real Housewives of D.C. New Series

Princess New Series

Tori & Dean: Home Sweet Hollywood New Season

The Real Housewives of New Jersey New Season

The Real Housewives of New York City New Season

Re-Vamped New Season

X-Weighted: Families New Season

Plastic Makes Perfect New Season

Newly Wed, Nearly Dead New Season

Slice.ca:

Averages over 500,000 video views and 150,000 unique visitors per month.
Source: comScore Inc., Total Canada, All Locations, 18+ audience, January 2010

Award-winning. Microsite xweighted.com won the 2010 Digital Hot List Award.
Source: banff2010.com/digital.hot.list.php

Blogs share the latest in celeb gossip, fashion, beauty and health.

Ask An Expert features and live-blogging events bring viewers online.

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2010